
BLAB-TV — VIEWERSHIP YESTERDAY

Total Mention (850)	5.5%
Male (408)	5.4%
Female (442)	5.4%
18-34 (342)	4.1%
35-49 (222)	5.9%
50-64 (158)	5.1%
65+ (123)	8.9%
Escambia County (643)	6.4%
Santa Rosa County (153)	3.3%
Baldwin County (53)	1.9%
Less than \$15,000 (177)	5.1%
\$15,000-\$29,999 (295)	5.1%
\$30,000-\$49,999 (195)	6.7%
\$50,000+ (75)	2.7%
Past-week readers of the <i>Pensacola News Journal</i> (589)	5.9%
Yesterday readers of the <i>Pensacola News Journal</i> (428)	6.5%
Past-month readers of the Sunday edition of the <i>Pensacola News Journal</i> (671)	6.0%
Past-Sunday readers of the <i>Pensacola News Journal</i> (545)	5.9%

PROGRAMS WATCHED ON BLAB-TV

(Based on those who watched BLAB-TV yesterday)

The Papa Don Show	29.8%
Law Line	19.1%
Sports	10.6%
News	6.4%
Bubba Show	4.3%
Medical	4.3%
Other	25.5%
DK/NA	21.3%
Approximate Total
Raw Total	N=47

*Multiple mentions need not total 100%.

In order to determine the viewership, you need to divide the percentages by the number of hours. For example, Law Line is shown four times per week and you would divide 19.1 by 4, which is close to 4.8. The medical show was only shown for one hour per week with a 4.3%. Papa Don was ten hours per week or almost 3% but, if you looked at it as five shows, it would be close to 6%. In order to determine the actual viewing audience, you would multiply the one show percentage times 7 (the number of days in the week) and that percentage times 14,250 adults. For example, 4.8% is the last night viewing audience for Law Line. Since the poll was a daily poll, you multiply it times the seven days, which gives you 33.6%. You would then multiply that percentage times 14,250 and this gives 4,788 adults. I think that you will find close to 5,000 adults are watching any particular BLAB show throughout the evening. In other words, 14,250 people last night watched BLAB television. As to any particular show, it was probably in the 5,000 range. For example, 5,000 people may have watched Law Line, the Floral Tree Garder Show and then a different 5,000 picked up and watched the next couple of hours which would have included Papa Don, etc. When you total all of the numbers together they total 14,250.

Methodology

1. *What are the numbers based on?*

The findings of this market survey are based on telephone interviews with 850 qualified area residents, aged 18 and older. Persons from households where anyone worked for a local television or radio station, newspaper, advertising agency, or marketing research firm were excluded. Only one person was interviewed in each household.

2. *How were the people who participated in the survey contacted?*

The respondents were selected through random-digit dialing. A systematic sample of telephone numbers was drawn from the telephone directories covering the entire area. To contact sample households, the last two digits of each listed number were dropped, and two digits from a random number table were substituted. This procedure allows any telephone household to be included in the sample, whether the number is listed or unlisted. Only persons contacted at their residence were interviewed; business phones were excluded from the survey. Once a household was reached, a prearranged schedule

determined which household member was actually selected for the interview.

3. *How representative is the survey of the total population?*

The survey participants, or sample, represent an accurate cross section of the population of Escambia and Santa Rosa counties. This sample is representative of the population and accurately reflects the shopping habits and patterns of area adults.

4. *Who conducted the interviews?*

The interviews were conducted by men and women trained and experienced in telephone interviewing techniques. Interviewers worked under direct, continuous supervision. All completed surveys were checked to ensure that they were properly administered and complete. To avoid any possibility of bias, interviewers were not told the purpose or the sponsor of the study. The interviews were conducted in October, 1988.

5. *How were the population projections determined?*

The population projections were based on 1988 estimates from the National Planning Data Corporation.

Reply Comments of
Blab Television Network, Inc.
Exhibit 5
May 31, 1996

Exhibit 5

Market Survey Summary Report

Sarasota Cable TV Viewers

I. *How the survey was taken*

In June, 1991, BLAB-TV President, Fred Vigodsky, retained Altman Weil Pensa, a nationally known marketing analysis firm located in Philadelphia, to conduct a telephone market survey of television viewers in the Sarasota area. The following observations are based upon 415 random sample telephone calls in the Sarasota area and the 100 completed surveys obtained through these calls. Any calls made to a residence that did not have Storer Cable were immediately terminated. This represents a response rate of completed surveys to 24% of all telephone calls made.

II. *General observations*

When asked, "*Do you ever watch BLAB-TV, the live call-in talk shows on Channel 4?*" the vast majority of the cable subscribers replied, "Yes." When asked, "*When was the last time you watched BLAB-TV?*" 46% replied that they had watched BLAB-TV within the past two weeks.

The majority of the respondents were positive about the network and its programming. Most seemed to watch a variety of the programs and liked the fact that BLAB-TV is local programming. The most common comment was that the programs are informative. They enjoy the local feeling conveyed in all of the programs and were impressed with information received from occupations/professions such as law, medicine, gardening, etc. Overall, the comments about BLAB-TV and its programs were very positive.

III *Favorite shows*

The medical shows on BLAB-TV were mentioned most frequently, though Lawline received the highest number of mentions by name. The medical shows on BLAB-TV were referred to by several names, including "medical" and "doctors."

Tabulated responses to Viewer Questionnaire

100 Respondents

Do you have cable?

<u>Yes</u>	<u>No</u>
100	0

Is your set turned on?

<u>Yes</u>	<u>No</u>
69	31

If so, to what channel? (Those who mentioned a specific channel number are listed below.)

<u>Channel</u>	<u>Responses</u>
1 Discovery	2
2 CNN	1
3 PBS	2
4 BLAB-TV	2
5 CNBC	1
6 TNT	2
7 40-ABC	2
8 NBC	9
11 ESPN	3
13 CBS	5
16 PBS	2
19 USA	1
25 WTOG	2
28 INDEP.	3
29 10-ABC	4
38 Spanish	1
40 40-ABC	2
44 WTOG	1

Other responses included:

"Movie (VCR)"	5
"Don't know"	4

When was the last time you watched BLAB-TV?

46% responded that they had watched BLAB-TV within the past two weeks.

What are your favorite BLAB-TV shows?

Medical	20
Lawline	15
Garden	12
Talk	11
No favorite	11
Fishing	6
Auto	6
Cooking	3
Sports	3

What is your age?

<u>Age group</u>	<u>Percent of respondents</u>
15-24	10
25-34	13
35-44	20
45-54	9
55-64	15
65 and over	33

Sex - male or female?

<u>Male</u>	<u>Female</u>
34%	66%

What is your annual household income range? (The majority refused to answer this question.)

<u>Income range</u>	<u># of respondents</u>
Under \$20,000	2
\$20,000 to \$30,000	13
\$30,001 to \$50,000	11
\$50,001 to \$75,000	5
\$75,001 to \$100,000	1
Over \$100,000	4

Additional comments:

"I like BLAB-TV very much"
"Interesting"

Additional comments:

"I like BLAB-TV very much"

"Interesting"

"Positive"

"Informative"

"A help to the community"

"It is very informative and helps home owners."

"Delightful"

"Pretty good and very informative"

"I enjoy BLAB-TV. We are newcomers to the area and it helps acquaint us to Sarasota."

"BLAB-TV is very positive programming in all areas."

"Good, positive information."

"I watch local shows with local people."

"I like the shows. It is local programming and you have to recognize this fact."

"What I do see, I do enjoy. I like seeing local happenings. Never too old to learn. Positive feelings."

"I like the shows that show Sarasota scenes, local doctors and talk shows. I feel BLAB-TV does very well."

"I like it because BLAB-TV has a variety of programs listed at different times. I can always tune in on an interesting program."

"It holds one's attention. It relates to the area. BLAB-TV is just fine. I like several of the shows, but the talk shows are the best."

"Much better interviewing than before. It has improved."

"I often turn to BLAB-TV to see if anything is on that interests me."

"Good for the area."

"It serves the community and local interests."

"All shows are good. It is hard to say which one is my favorite."

"I would like to get through on the telephone. It is difficult to get through."

CERTIFICATE OF SERVICE

I, Henry E. Crawford, do hereby certify that copies of the foregoing Reply Comments of Blab Television Network, Inc. have been served by United States mail, postage prepaid this 31st day of May, 1996 upon the individuals contained on the attached service list.


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